



WGHP-TV

ORDER

Print Date 10/30/12

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Flight Dates 10/22/12-10/28/12

Contract / Revision 565983 /

Original Date / Revision
10/30/12 10/30/12

Advertiser McCrory/R/ NC Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Brad Philipps

Account Executive	Order%	Start Date	End Date
Brad Philipps	100%		

Product
MCCRORY FOR NC GOV

Agency Com 15%

Billing Contact
814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C22C28

Alt Order # 9763990

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Ea

Priority 7

Advertiser Ref

revision

Order Share 26% Market Value 69211

Competing Station	% of Order	Amount
UNKWN	%	0
WFMY	30%	20763
WGPX	%	0
WLXI	%	0
WTWB	%	0
WUNL	%	0
WUPN	%	0
WXII	39%	26992
WXLV	5%	3460

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	56	\$15,295.75	\$17,995.00	0.00	10/01/12	10/28/12	56	\$15,295.75	\$17,995.00
Totals	56	\$15,295.75	\$17,995.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/22/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM-All	4p-5p	MTWTF--	:30	4	\$80.00	7	0.00	NM	4	\$320.00
JUDY/JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	4		\$80.00		0.00						
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator Sa-Su 5-6p	CM-All	5-6p (5:00 PM-6:00 PM)	-----SS	:30	2	\$60.00	9	0.00	NM	0	\$0.00
CLOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----SS	2		\$60.00		0.00						



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Contract / Revision **565983** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser **McCrory/R/ NC Gov**

Product **MCCRORY FOR NC GOV**

Estimate # **C22C28**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	8	10/27/12	10/28/12	Sa/Su 12N-6P Rotator Sa-Su 5-6p	CM-All	5-6p (5:00 PM-6:00 PM)	-----SS	:30	2	\$60.00	9	0.00 NM	0	\$0.00
CLOSER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----SS	2		\$60.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/22/12-10/28/12		Sa/Su 12N-6P Rotator	5-6p		(5:00 PM-6:00 P-----SaSu	:30	(\$60.00)	0.00	NM			
Credited														
2	8	10/22/12-10/28/12		Sa/Su 12N-6P Rotator	5-6p		(5:00 PM-6:00 P-----SaSu	:30	(\$60.00)	0.00	NM			
Credited														
3	8	10/22/12	10/26/12	M-F 5-6a FOX 8 Morning News	CM-All	5-6a	MTWTF--	:30	4	\$50.00	9	0.00 NM	4	\$200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	4		\$50.00		0.00					
4	8	10/22/12	10/26/12	M-F 8-9a Fox 8 Morning News	CM-All	8-9a	MTWTF--	:30	4	\$70.00	9	0.00 NM	4	\$280.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	4		\$70.00		0.00					
5	8	10/22/12	10/26/12	M-F 9a-10a Fox 8 Morning News	CM-All	9a-10a	MTWTF--	:30	4	\$50.00	9	0.00 NM	4	\$200.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	4		\$50.00		0.00					
6	8	10/27/12	10/28/12	EN (Sa-Su) Weekend News	CM-All	6-7p	-----SS	:30	2	\$175.00	9	0.00 NM	0	\$0.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----SS	2		\$175.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/22/12-10/28/12		EN (Sa-Su)	6-7p		-----SaSu	:30	(\$175.00)	0.00	NM			
Credited														
2	8	10/22/12-10/28/12		EN (Sa-Su)	6-7p		-----SaSu	:30	(\$175.00)	0.00	NM			
Credited														
E 7	8	10/27/12	10/27/12	LN (Sa) Late News Sa	CM-All	10-11p	-----S-	:30	1	\$300.00	9	0.00 NM	0	\$0.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$300.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/22/12-10/28/12		LN (Sa)	10-11p		-----Sa--	:30	(\$300.00)	0.00	NM			
Credited														
8	8	10/24/12	10/28/12	World Series World Series on FOX	CM-All	730-1130p	--WT-SS	:30	3	\$700.00	9	0.00 NM	3	\$2,100.00
WORLD SERIES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WT-SS	3		\$700.00		0.00					
9	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	9	0.00 NM	1	\$2,500.00
NFL-PANTHERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$2,500.00		0.00					



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Contract / Revision 565983 Flight Dates 10/22/12-10/28/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser McCrory/R/ NC Gov

Product MCCRORY FOR NC GOV

Estimate # C22C28

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
9	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	9	0.00 NM	1	\$2,500.00
NFL-PANTHERS														
10	8	10/22/12	10/26/12	M-F 12-1230p Noon News	CM-All	12-1230p	MTWTF--	:30	3	\$50.00	7	0.00 NM	3	\$150.00
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					3	\$50.00		0.00		
11	8	10/22/12	10/26/12	M-F 5-6p Fox 8 News at 5pm	CM-All	5-6p	MTWTF--	:30	2	\$150.00	7	0.00 NM	2	\$300.00
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					2	\$150.00		0.00		
12	8	10/22/12	10/26/12	M-F 6-630p Fox 8 News at 6pm	CM-All	6-630p	MTWTF--	:30	2	\$275.00	7	0.00 NM	2	\$550.00
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					2	\$275.00		0.00		
13	8	10/22/12	10/26/12	LN (M-F) Late News M-F	CM-All	10-11p	MTWTF--	:30	4	\$400.00	7	0.00 NM	2	\$800.00
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					4	\$400.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>	
3	8	10/22/12-10/28/12		LN (M-F)	10-11p		MTWThF----	:30	(\$400.00)			0.00	NM	
Credited														
4	8	10/22/12-10/28/12		LN (M-F)	10-11p		MTWThF----	:30	(\$400.00)			0.00	NM	
Credited														
E 14	8	10/28/12	10/28/12	LN (Su) Late News Su	CM-All	10-11p	-----S	:30	1	\$350.00	7	0.00 NM	0	\$0.00
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>	
1	8	10/22/12-10/28/12		LN (Su)	10-11p		-----Su	:30	(\$350.00)			0.00	NM	
Credited														
15	8	10/22/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	MTWTF--	:30	4	\$175.00	7	0.00 NM	4	\$700.00
ACCESS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					4	\$175.00		0.00		
16	8	10/22/12	10/26/12	M-F 7-730p M-F 7-730p	CM-All	7-730p	MTWTF--	:30	4	\$160.00	7	0.00 NM	4	\$640.00
EXTRA														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--					4	\$160.00		0.00		
17	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00 NM	1	\$2,500.00
NFL-PANTHERS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S					1	\$2,500.00		0.00		
18	8	10/28/12	10/28/12	Home Team Game Panthers Football on FOX	CM-All	1-415p (1:00 PM-4:15 PM)	-----S	:30	1	\$2,500.00	7	0.00 NM	1	\$2,500.00



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Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser McCrory/R/ NC Gov

Product MCCRORY FOR NC GOV

Estimate # C22C28

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
NFL-PANTHERS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S		1			\$2,500.00			0.00		
19	8	10/27/12	10/27/12	ACC Football	CM-All	1230-4p	-----S-	:30	1	\$275.00	7	0.00 NM	1	\$275.00
				ACC Football		(12:30 PM-3:30 PM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S-		1			\$275.00			0.00		
20	8	10/22/12	10/26/12	M-F 430a-5a	CM-All	430a-5a	MTWTF--	:30	5	\$10.00	7	0.00 NM	5	\$50.00
				FOX 8 Morning News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	MTWTF--		5			\$10.00			0.00		
21	8	10/24/12	10/26/12	M-F 6-7a	CM-All	6-7a	--WTF--	:30	3	\$165.00	7	0.00 NM	3	\$495.00
				Fox 8 Morning News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--		3			\$165.00			0.00		
22	8	10/24/12	10/26/12	M-F 7-8a	CM-All	7-8a	--WTF--	:30	3	\$165.00	7	0.00 NM	3	\$495.00
				Fox 8 Morning News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--		3			\$165.00			0.00		
23	8	10/28/12	10/28/12	NFL Late Game	CM-All	Various	-----S	:30	2	\$1,200.00	7	0.00 NM	2	\$2,400.00
				FOX NFL 4p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S		2			\$1,200.00			0.00		
24	8	10/23/12	10/26/12	M-F 8-9a	CM-All	8-9a	-TWTF--	:30	1	\$70.00	7	0.00 NM	1	\$70.00
				Fox 8 Morning News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-TWTF--		1			\$70.00			0.00		
25	8	10/24/12	10/26/12	M-F 8-9a	CM-All	8-9a	--WTF--	:30	1	\$70.00	7	0.00 NM	1	\$70.00
				Fox 8 Morning News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--		1			\$70.00			0.00		
26	8	10/25/12	10/26/12	Fox 8 News After Sports	CM-All	1030-1130p	---TF--	:30	1	\$400.00	7	0.00 NM	1	\$400.00
				Fox 8 News After Sports										
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	---TF--		1			\$400.00			0.00		
E 27	8	10/28/12	10/28/12	Fox 8 News After Sports	CM-All	1030p-1130p	-----S	:30	1	\$400.00	7	0.00 NM	0	\$0.00
				Fox 8 News After Sports										
NEWS														
ADDING SPOTS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S		1			\$400.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	10/22/12-10/28/12		Fox 8 News After Sports		1030p-1130p	-----Su	:30	(\$400.00)	0.00	NM			
Credited														

Totals 56 \$17,995.00